

## CLAIMS

What is claimed is:

- 1 1. A method for seeding a search system for searching for media on a  
2 communications network, said method comprising the steps of:  
3 providing at least one of a search term to said search system;  
4 receiving at least one search result from said search system, wherein  
5 said search result comprises metadata associated with said media;  
6 parsing said at least one search result for providing parsed metadata; and  
7 providing said parsed metadata to said search system as said at least one  
8 search term.
- 1 2. A method in accordance with claim 1, further comprising the step of  
2 searching for said media.
- 1 3. A method in accordance with claim 1, further comprising the step of  
2 storing said at least one search result in at least one of memory and a relational  
3 database management system.
- 1 4. A method in accordance with claim 1, wherein said metadata comprises  
2 at least one of a uniform resource indicator (URI) of a media file, a URI of a  
3 web page, a URI of a service, a URI of a device, a web page title, a web page  
4 keyword, a web page description, a header of a media file, a footer of a media  
5 file, a metatag, and an embedded data in a media file.
- 1 5. A method in accordance with claim 1, wherein said metadata comprise  
2 elements related to at least one of content of the media, intellectual property  
3 rights associated with the media, and instantiation of the media.

1 6. A method in accordance with claim 1, wherein said media comprises at  
2 least one of multimedia and streaming media.

1 7. A method in accordance with claim 1, wherein said communications  
2 network is a computer network.

1 8. A computer system for seeding a search system for searching for media  
2 on a computer network, all computers in system being communicatively  
3 coupled to each other, wherein each of said at least one computer includes at  
4 least one program stored therein for allowing communication between each and  
5 every of said at least one computer, each of said at least one program operating  
6 in conjunction with one another to cause said at least one computer to perform  
7 the steps of:

8 providing at least one search term to said search system;

9 receiving at least one search result from said search system, wherein  
10 said search result comprises metadata associated with said media;

11 parsing said at least one search result for providing parsed metadata; and

12 providing said parsed metadata to said search system as said at least  
13 search term.

1 9. A program readable medium having embodied thereon a program for  
2 causing a processor to seed a search system for searching for media on a  
3 communications network, said program readable medium comprising:

4 means for causing said processor to provide at least one search term to  
5 said search system;

6 means for causing said processor to receive at least one search result  
7 from said search system, wherein said search result comprises metadata  
8 associated with said media;

9 means for causing said processor to parse said at least one search result  
10 for providing parsed metadata; and

11 means for causing said processor to provide said parsed metadata to said  
12 search system as said at least one search term.

1 10. A data signal embodied in a carrier wave comprising:

2 a provide search term code segment for providing at least one search  
3 term to a search system for searching for media on a communications network;

4 a receive results code segment for receiving at least one search result  
5 from said search system, wherein said search result comprises metadata  
6 associated with said media;

7 a parse code segment for parsing said at least one search result for  
8 providing parsed metadata; and

9 a provide parsed search term code segment for providing said parsed  
10 metadata to said search system as said at least one search term.

1 11. A data signal in accordance with claim 10, further comprising a search  
2 code segment for searching for said media.

1 12. A data signal in accordance with claim 10, further comprising a memory  
2 store code segment for storing said at least one search result in least one of  
3 memory and a relational database management system.

1 13. A data signal in accordance with claim 10, wherein a source of said  
2 metadata comprises at least one source selected from the group consisting of a  
3 web page content, a uniform resource indicator, a media file, and a transport  
4 stream.

1 14. A data signal in accordance with claim 10, wherein said metadata  
2 comprise elements related to at least one of content of the media, intellectual  
3 property rights associated with the media, and instantiation of the media.

1 15. A data signal in accordance with claim 10, wherein said media  
2 comprises at least one of multimedia and streaming media.

1 16. A method for seeding a search system for searching for at least one of  
2 multimedia and streaming media on a communications network, said method  
3 comprising the steps of:

4 providing at least one search term to said search system;

5 receiving at least one search result from said search system, wherein  
6 said search result comprises metadata associated with said at least one of  
7 multimedia and streaming media;

8 parsing said at least one search result for providing parsed metadata; and

9 providing said parsed metadata to said search system as said at least one  
10 search term.